

**Marketing:** School Year \_\_\_\_\_  
**Marketing & Management II – Advanced Strategies**  
**Course Code # 5001** Term: \_\_\_\_ Fall \_\_\_\_ Spring  
**½ Credit \_\_\_\_\_ 1 Credit \_\_\_\_\_ 2-3 Credits \_\_\_\_\_**

Standards to be completed for ½ credit are identified with one asterisk (\*).  
 Additional standards to be completed for 1 credit are identified with two asterisks (\*\*). A work-based component for 2-3 credits is identified by three asterisks(\*\*\*)

Student:	Grade:
Teacher:	School:
# of Competencies in Course: ½ credit =27, with Work-Based Learning = 31, 1 credit = 39, WWBL = 43	
# of Competencies Mastered:	
% of Competencies Mastered:	

**\*Standard 1.0 The student will evaluate the role of management.**

Learning Expectations		Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
1.1	Distinguish the functions of management			
1.2	Examine the levels of management			
1.3	Analyze the various management styles			

**\*Standard 2.0 The student will examine the role of entrepreneurship in a global society.**

Learning Expectations		Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
2.1	Examine the characteristics of successful entrepreneurs and their contributions to our economy			
2.2	Analyze the forms of business ownership/organization and their legal formation			
2.3	Appraise the importance and purpose of a business plan			

**\*Standard 3.0 The student will analyze the financial concepts relevant to marketing management and entrepreneurship.**

Learning Expectations		Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
3.1	Examine the role of financing			
3.2	Appraise the importance of capital funding for a business			
3.3	Distinguish the various financial documents for business operations			

**\*\*Standard 4.0 The student will assess the role of risk management in marketing.**

Learning		Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
4.1	Analyze the nature of risk management			
4.2	Categorize the types of business risks			
4.3	Appraise strategies for reducing business risks			

**\*\*Standard 5.0 The student will examine the concepts of marketing information management.**

Learning Expectations		Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
5.1	Evaluate the need for marketing information			
5.2	Analyze the environments in which businesses conduct research			
5.3	Experiment with procedures for gathering marketing information, using technology			

**\*\*Standard 6.0 The student will analyze the nature and scope of purchasing in marketing management.**

Learning Expectations		Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
6.1	Assess the importance of the purchasing decisions			
6.2	Solve purchasing and stock calculations			
6.3	Examine the necessity of a purchasing plan			

**\*\*Standard 7.0 The student will employ human resource skills used by a marketing manager/entrepreneur.**

Learning Expectations		Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
7.1	Analyze the responsibilities of marketing managers/entrepreneurs			
7.2	Compare and contrast the components of managerial communication			
7.3	Assess proper interpersonal skills necessary in marketing management/entrepreneurship			

**\*Standard 8.0 The student will apply organizational and leadership skills.**

Learning Expectations		Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
8.1	Demonstrate a knowledge of DECA			
8.2	Utilize critical thinking in decision-making situations			
8.3	Identify and develop personal characteristics needed in leadership situations			

**\*\*\*Standard 9.0 The student will analyze how marketing and management II – advanced strategies principles are applied in a specific work-based learning experience.**

Learning Expectations		Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
9.1	Apply principles of marketing and management to a work-based situation			
9.2	Integrate time management principles in organizing his/her schedule to include school, work, social, and other activities			
9.3	Evaluate and apply principles of ethics as they relate to the work-based experience			
9.4	Employ the principles of safety to the work-based experience			

**\*Standard 10.0 The student will apply and relate other academic subject matter to the area of marketing and management.**

Learning Expectations		Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
10.1	Generate original ideas, based on prices, knowledge and research			
10.2	Utilize proper grammar through business interactions			
10.3	Create promotional works of art (ex., advertisement)			
10.4	Evaluate diversity in domestic and international markets			
10.5	Utilize math formulas in basic marketing calculations			
10.6	Assess the use of mathematical/accounting principles in marketing and management			
10.7	Utilize graphs to illustrate quantitative data			
10.8	Analyze components of a financial plan			
10.9	Compare and contrast international exchange rates			
10.10	Discuss resources available (natural)			
10.11	Examine social responsibility in business			
10.12	Evaluate environmental laws			
10.13	Explore buying motives of consumers			
10.14	Analyze vital statistics of a population (demographic, geographic, psychographic)			
10.15	Analyze product/business from an historical perspective			

Additional comments:

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